



UNHCR
ACNUR
Comité Español
Agencia de la ONU para los Refugiados

A new individual donor engaging in supporting UNHCR activities in Spain.

Private Sector Support

P rivate-sector support for UNHCR is injecting the refugee cause with new and vital energy. New opportunities, talents and visibility offered by private-sector partnerships are invaluable to UNHCR, while enhancing the reputation of the individuals, companies and foundations involved.

These new relationships are being built through various channels, including face-to-face fundraising and direct TV, as well as marketing campaigns for specific causes that reach millions of people. Many of these campaigns draw on the support of celebrities who have been deeply touched by the plight of those forcibly displaced from their homes (see chapter on *Celebrity Support*). In 2014, UNHCR will seek even more support from the private sector, with a target of USD 190 million. ●●●

National fundraising partners

In addition to private-sector fundraising teams in regional or country offices, UNHCR has long-standing partnerships with non-governmental fundraising partners (formerly known as national associations) in Australia, Germany, Japan, Spain and the United States. In 2013, a sixth partner was established in Sweden. These partners are at the forefront of fundraising in their countries. In 2013, *España con ACNUR* became the

first national partner whose private-sector fundraising programme joined the ranks of top donors contributing more than USD 20 million to UNHCR's resources. Australia for UNHCR and Japan for UNHCR aim to reach this target in 2014.

These impressive achievements are made possible thanks to highly committed fundraising teams who work steadily to recruit new donors and encourage

public commitment and passion for the work of UNHCR.

Some 85 per cent of private-sector fundraisers work through national partners for UNHCR, approaching hundreds of people daily in highly populated areas (face-to-face fundraising). A good number of these fundraisers are former refugees, who share moving, personal stories, while advocating for the needs of people of concern to UNHCR.



The River Health Boat service visits an isolated refugee community in Ecuador, near the border with Colombia.

● *A critical partnership with a Spanish foundation*

In another example of the invaluable support being provided by national fundraising partners, **Probitas, a Spanish foundation**, has made a commitment via *España con ACNUR* to fund a UNHCR health project in Sucumbios, an isolated and impoverished river province in Ecuador whose inhabitants share their limited resources with some 13,000

Colombian refugees and 29,000 asylum-seekers.

The project provides basic clinical laboratory testing for malaria, tuberculosis and HIV, and will help to improve diagnosis and ensure adequate treatment. *Probitas* provides UNHCR not only with equipment and infrastructure, but also with capacity-

building and technical assistance. The scheme will benefit displaced people as well as the host community, and make a real difference to the lives of people in the area.

By improving access to health care for communities along the river, the project will strengthen the ability of local health teams to test for illnesses

and treat them more effectively, thereby saving lives and supporting livelihoods. Since 2000, Ecuador has been host to more than 56,000 registered Colombian refugees and some 200,000 asylum-seekers. ■

Individual giving

UNHCR continues to benefit from impressive support by individuals across the globe. Overall, they contribute the largest portion of private-sector donations to the refugee cause. They represent a critical source of funding, as they often commit to regular or periodic giving. UNHCR recruits new individual donors mainly through face-to-face fundraising and direct marketing.

In 2014, UNHCR will aim to expand the current donor base of more than 750,000 individuals who contribute an annual average of some USD 150 each. These contributions enable UNHCR to respond quickly to emergencies. They are also vital in forgotten refugee crises which do not make the media headlines.

Face-to-face fundraising establishes a connection with individual donors, providing them a glimpse into the lives of people of concern to UNHCR. Moreover, the impact of individual donor engagement often has a ripple effect, as many who begin as donors then become strong public advocates for UNHCR's work.

● *Monthly donor: Peter Murphy and Australia for UNHCR*

Peter is a high school teacher who lives in Sydney. He became a monthly donor to Australia for UNHCR in 2010, and has not missed a month since. "I was stopped by one of the Australia for UNHCR Face-to-Face fundraising teams when I was out in Hornsby," says Peter. "Some of them were refugees themselves, and their stories, and the information they gave me on other emergencies around the world, really touched me."

But Peter's engagement did not stop there. He has been passing on what he has learned about refugee



Peter Murphy "The vital work of UNHCR is really moving".

situations to his students. "In the years that I have been a monthly donor, I have heard more and more, and become more deeply engaged in the cause. The regular newsletters and

emails keep me informed on all the latest news from the field. So much of the information from Australia for UNHCR has relevance to what I teach." ■

● *High speed support*

In Europe, a unique train, illustrated with beautiful pictures of refugee women from all backgrounds and calling for support to UNHCR has welcomed millions of passengers since May 2013 as a result of the partnership between the high-speed train company **Thalys** and UNHCR. Throughout its network in Belgium, France, Germany, and the Netherlands, passengers have been invited to reflect on the situation of refugee women and girls and support UNHCR programmes to help them.

Customers enthusiastically reacted to this call by donating over 1 million frequent traveller miles to restore hope for refugee women. Thalys matched their customers' engagement by donating one euro for every ticket sold on World Refugee Day, raising in total almost EUR 40,000 for UNHCR. ■



A Thalys high speed train, portraying photos of refugee women, calls on passengers to express their solidarity and give support to refugee women.

Digital

Digital channels offer UNHCR the opportunity to share engaging content rapidly with private donors and supporters, particularly when emergencies are developing. In 2014 the organization will continue to mobilize digital content from the Field, and develop its web presence. Intensified digital and broadcast-media coverage will amplify public awareness about a refugee crisis. With this in mind, UNHCR will reinforce its existing relationships and develop new strategic media partners. Global digital platforms, tools and systems will deliver top-quality online information on UNHCR's work, ensuring that the digital domain becomes an integral part of donor communications.

Leadership giving

UNHCR engages proactively with corporations, foundations and individual philanthropists eager to drive change, and find innovative solutions to refugee issues. In addition to being an important source of funding for humanitarian operations, these partnerships pave the way for innovation and technical excellence in humanitarian and development

assistance. They both enhance the impact of UNHCR's operations worldwide and serve the social and business interests of the donors.

A dedicated private-sector partnerships unit has been set up to focus on maximizing access to these supporters. In 2014, UNHCR will expand the dialogue and engagement it has established

with philanthropic institutions and individuals, and develop multi-year global partnerships. In addition to garnering financial support, these efforts will ensure that refugee issues figure prominently on the agenda of the philanthropic world. ■

“I THINK THAT UNIQLO CAN BE A GOOD EXAMPLE FOR MANY OTHER COMPANIES. SOMEBODY HAS TO TAKE A STEP FORWARD TO MAKE A CHANGE; WE ARE JUST LIKE EVERYONE ELSE WITH DREAMS. BUT WE JUST NEED THAT OPPORTUNITY TO MAKE THEM COME TRUE”

–Begum, a young Rohingya refugee woman from Myanmar who benefited from the UNIQLO internship programme conducted in partnership with UNHCR.



Refugee children at Nakivale Settlement, Uganda, are sitting school exams at desks provided by the Educate a Child Initiative.

● Educate a Child

With chaos erupting around them in Somalia, Mona's family dropped everything and ran for their lives. On arrival in Kenya, UNHCR and its partners registered them, and provided them with a temporary home and access to education and health care. The family made great sacrifices, including skipping meals to save on the cost of food,

to ensure that all the children had the books and uniforms needed to attend school. Despite facing strong resistance from members of her extended family and the community, 15 years after their arrival Mona and her siblings finished school and found jobs in the camp. Mona became the first-ever female head-teacher at a camp school

and, under her encouragement, the number of girls enrolled in the institution jumped from 200 to more than 650. She encouraged teachers to talk to parents in the community and persuaded them to let their daughters go to school. Many parents in the camp worry about security, so Mona tells them about how her mother used

to walk her and her siblings to and from school. She counsels parents who want their daughters to work for other families in exchange for food with the words: “What she can earn for you now is nothing compared to what she will earn after she has an education.” Others in the community, seeing Mona's achievements, are now sending their daughters to school too. Given that she is seen as a hero, who is her hero? “My Mum!” she exclaimed. “She was the one that fought and struggled so hard for me to go to school.”

UNHCR is continuing its partnership with the Educate a Child Initiative, part of the Educate Above All Foundation chaired by Her Highness Sheikha Moza bint Nasser of Qatar. The first year of this programme has already made it possible for almost 177,000 out-of-school children to gain access to primary education in 12 countries. In 2014, the programme aims to enrol an additional 75,000 children. UNHCR is vigorously seeking funds to match the generous grant from Her Highness. ■

● The IKEA Foundation designs temporary shelters for refugees



“We look forward to continuing this important partnership in the future, ensuring new solutions are continuously developed to enhance the quality and efficiency of what we are doing together to help refugee families cope with a very challenging life situation.” — IKEA Foundation CEO Per Heggnes

Abdul, 31, is married, has four children and manages a team of builders

comprised of refugees and members of the host community in the Hilaweyn refugee camp in Ethiopia. The team has been trained by UNHCR's partner, the Norwegian Refugee Council. The windows, roofs, doors and frames made of bamboo and steel sheeting that Abdul uses have been prepared by other refugee and host-community members.

“Once we have built the shelter, it is then the responsibility of the new homeowners to mud-plaster the walls,” says Abdul. “This plaster makes the houses much cooler in the hot sun, more secure and more private. Where we have security, we can survive and we are happy. My children now go to school and are learning. I hope they get enough knowledge to get jobs and to earn good money in the future. Then they can

help their parents and any others who need it.”

Funded by UNHCR's partner, the IKEA Foundation, **this transitional-shelter project provides employment, a regular income and better housing for camp-dwellers and vulnerable members of the local community.**

Longer-lasting than the traditional UNHCR emergency tents, the houses are also more suitable for the region, which has seen

the arrival of more than 185,000 Somali families escaping drought and violence in their homeland.

Says Abdul: “My team of 19 people have built more than 250 shelters for families here in Hilaweyn . . . When we build the new home, the families are always very happy. They thank us very much. It makes me proud.” ■

“UNHCR DOES REMARKABLE WORK IN THE FIELD. OVER THE LAST FIVE YEARS WE HAVE DISTRIBUTED TOGETHER MORE THAN ONE MILLION BED NETS TO REFUGEES IN 20 AFRICAN COUNTRIES, PROVIDING THEM WITH A LIFE-SAVING TOOL AGAINST MALARIA. TODAY WE AIM TO SEND 100,000 MORE MOSQUITO NETS ACROSS THE CONTINENT, PURSUING OUR COMMON GOAL OF FIGHTING THIS DEADLY DISEASE”

—Chris Helfrich, Director of the UN Foundation's *Nothing but Nets* campaign